

Analysis of SEO Strategy and Interactive Content Marketing in Increasing Online Visibility and Sales at E-Commerce in West Java

Faridah¹, Budi Nugroho², Rani Eka Arini³

¹ Politeknik LP3I Jakarta

² Politeknik Tunas Pemuda Tangerang

³ Nusa Putra University

Article Info

Article history:

Received Apr, 2025

Revised Apr, 2025

Accepted Apr, 2025

Keywords:

SEO Strategy
Interactive Content Marketing
Online Visibility
E-Commerce
Sales Performance

ABSTRACT

This study investigates the impact of SEO Strategy and Interactive Content Marketing on online visibility and sales in the e-commerce sector in West Java. A quantitative research design was employed, with data collected from 190 respondents using a Likert scale (1–5). Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS). Results reveal that Interactive Content Marketing significantly improves online visibility and sales, while SEO Strategy also contributes positively, albeit to a lesser degree. Online visibility plays a crucial role in driving sales. The study highlights the synergistic relationship between SEO and interactive content in enhancing e-commerce performance. These findings offer valuable insights for practitioners seeking to optimize digital marketing strategies in competitive online markets.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Name: Faridah
Institution: Politeknik LP3I Jakarta
Email: idad4200@gmail.com

1. INTRODUCTION

The e-commerce industry in West Java has experienced significant growth in recent years, driven by the rapid expansion of digital technologies and increasing internet penetration. As businesses compete for visibility in a crowded online marketplace, the adoption of effective marketing strategies has become crucial for achieving success. Among these strategies, Search Engine Optimization (SEO) and interactive content marketing have emerged as pivotal tools for enhancing online presence and driving sales performance. These approaches are especially important in the context of Indonesia's broader digital

transformation, where the e-commerce sector has seen substantial growth due to digital advancements and increased internet access. SEO plays a critical role in increasing website visibility and attracting visitors, which is essential in the competitive e-commerce landscape of Indonesia [1]. Effective SEO practices significantly enhance a website's search engine ranking, improving accessibility to potential customers and driving traffic [1], and positively influencing business growth through improved online visibility and customer reach [2]. Meanwhile, interactive content marketing effectively engages customers, leading to higher levels of customer interaction and retention [2]. This

approach includes the use of quizzes, polls, and interactive videos to encourage user participation, thereby increasing brand awareness and boosting sales conversions [3]. Moreover, businesses that utilize interactive content can gain deeper insights into consumer behavior and preferences, allowing for more targeted and effective marketing strategies [3]. Overall, digital marketing strategies such as SEO and interactive content have a significant positive impact on business growth in the digital era [4], with a well-developed digital marketing strategy accounting for up to 60.3% of growth metrics in the e-commerce sector [4]. Integrating these strategies with a nuanced understanding of market dynamics and consumer behavior is essential for achieving long-term, sustainable business growth [4].

Search Engine Optimization (SEO) is a critical component of digital marketing, encompassing a range of techniques aimed at improving website rankings on search engine results pages (SERPs). By optimizing elements such as keywords, meta descriptions, and backlinks, businesses can significantly increase their visibility, attract targeted traffic, and improve conversion rates [5], [6]. Companies like Amazon and eBay have adopted SEO as a primary advertising tool, leveraging artificial intelligence and bots to further enhance their website rankings [7]. Effective SEO involves continuous and comprehensive efforts, including HTML adjustments and content refinement, to adapt to the evolving algorithms of dominant search engines like Google and shifting user behaviors [8], [9]. Notably, the effectiveness of SEO is reflected in its high effect size ($d = 1.049$), underlining its substantial impact on digital marketing outcomes [5]. In parallel, interactive content marketing—featuring dynamic formats such as quizzes, polls, videos, and interactive infographics—plays a vital role in capturing audience attention and fostering meaningful customer engagement. These interactive elements not only enhance the user experience but also complement SEO strategies by increasing time-on-site and reducing bounce rates, thus contributing to

improved website performance and user retention. Together, SEO and interactive content marketing form an integrated and powerful approach to digital marketing, enabling businesses to strengthen their online presence and achieve sustainable competitive advantages.

Despite the recognized importance of these strategies, limited research has been conducted to analyze their combined impact on online visibility and sales performance in the context of West Java's e-commerce sector. This study seeks to address this gap by examining the relationship between SEO strategies, interactive content marketing, online visibility, and sales performance using a quantitative research approach. This research is motivated by the need for actionable insights that can guide e-commerce businesses in optimizing their digital marketing efforts.

2. LITERATURE REVIEW

2.1 *Search Engine Optimization (SEO)*

Search Engine Optimization (SEO) is a vital aspect of digital marketing, focused on improving website visibility on search engine results pages (SERPs) through keyword use, content relevance, page speed, and backlink quality. In the competitive e-commerce landscape, SEO significantly impacts customer acquisition and conversion rates. Data-driven SEO enhances visibility, trust, and brand authority, essential for long-term success [10]. It involves optimizing content and structure to increase traffic and business potential [8], with key components including keyword optimization [11], technical SEO [8], [11], and off-page strategies like quality backlinks [11]. SEO also improves user experience (UX),

boosting engagement and return visits [12].

2.2 *Interactive Content Marketing*

Interactive content marketing is an effective strategy for boosting consumer engagement and brand loyalty, particularly in e-commerce, by encouraging user interaction through digital formats. This approach not only enhances satisfaction and conversion rates but also enables valuable data collection for future campaigns. It fosters stronger brand-consumer relationships through active participation [13], [14], as seen on platforms like Shopee, where high interactivity and content quality drive engagement, mediated by user attention [15]. Personalized content tailored with AI and big data further improves campaign precision and impact [14], while also generating insights into consumer behavior for targeted marketing [13], [16].

2.3 *Online Visibility and Its Role in E-Commerce*

Search Engine Optimization (SEO) and interactive content marketing are essential for boosting online visibility in e-commerce. SEO enhances search rankings through content and structural optimization [10], [17], while interactive content like quizzes and videos increases user engagement and reduces

bounce rates [10]. Together, they create a powerful strategy—SEO drives traffic, and interactive content improves user experience—leading to higher brand awareness and conversions [10], [11].

2.4 *Gaps in Existing Literature*

While the benefits of SEO and interactive content marketing are well-documented, limited research has explored their combined impact on online visibility and sales performance, particularly in the context of e-commerce in West Java. The existing literature predominantly focuses on these strategies in isolation, neglecting their potential synergy. Furthermore, there is a scarcity of studies employing robust quantitative methods, such as Structural Equation Modeling - Partial Least Squares (SEM-PLS), to analyze these relationships in a regional context.

2.5 *Research Framework*

Based on the reviewed literature, this study proposes a conceptual framework wherein SEO and interactive content marketing are posited to directly influence online visibility, which in turn mediates their impact on sales performance. This framework seeks to bridge the identified gaps and provide actionable insights for e-commerce businesses in West Java.

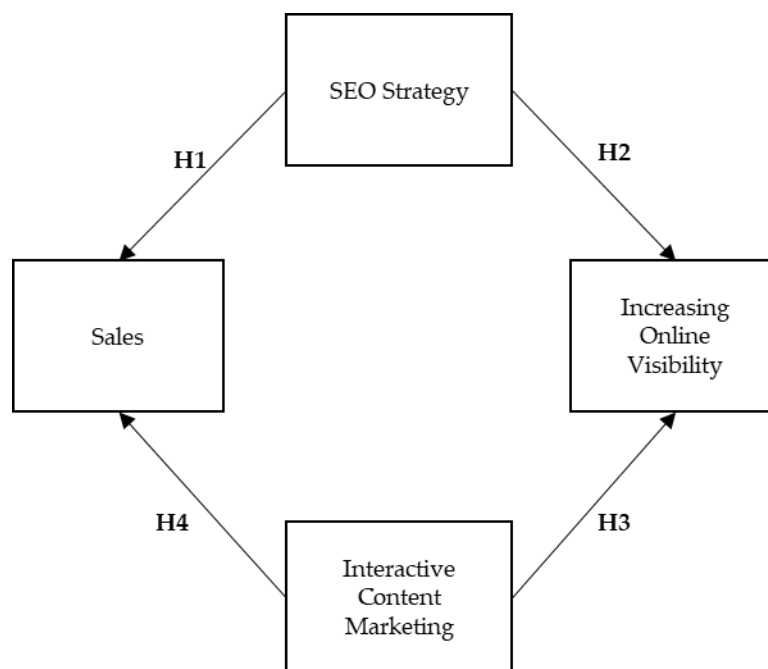


Figure 1. Conceptual Framework

3. METHODS

This study adopts a cross-sectional research design, collecting data at a single point in time to assess the relationships between key variables. The Structural Equation Modeling–Partial Least Squares (SEM-PLS) technique was employed for data analysis due to its strength in examining complex relationships among multiple independent and dependent variables while managing potential multicollinearity. The target population consists of e-commerce business practitioners in West Java, selected through purposive sampling to ensure respondents actively engaged in digital marketing strategies. A total of 190 respondents participated, meeting the recommended SEM-PLS sample size requirement of at least 10 times the number of indicators in the most complex construct.

Data were collected via a structured online questionnaire distributed across West Java to ensure broad accessibility. The questionnaire included two sections: demographic information (roles, experience, and business type) and construct measurement (SEO strategies, interactive content marketing, online visibility, and sales performance). Responses used a 5-point

Likert scale from “strongly disagree” to “strongly agree.” Constructs were measured using validated indicators adapted to e-commerce: SEO (e.g., keyword optimization, page speed), interactive content (e.g., personalization, engagement), online visibility (e.g., traffic, search ranking), and sales performance (e.g., growth, conversions, retention).

Data analysis was conducted using SmartPLS 3. The analysis began with descriptive statistics to summarize respondent demographics and variable distributions. Next, the measurement model was assessed for reliability and validity through Cronbach’s alpha, Average Variance Extracted (AVE), and discriminant validity metrics. Finally, the structural model was evaluated to test hypothesized relationships between variables, using path coefficients, t-statistics, and R-squared values. Relationships were deemed statistically significant if the t-statistic exceeded 1.96 at a 95% confidence level, confirming the robustness of the SEM-PLS approach for this research.

4. RESULTS AND DISCUSSION

4.1 Demographic Sample

The demographic characteristics of the 190 respondents in this study include their roles in e-commerce businesses, years of experience, business sectors, and business scale. Most respondents were owners or managers (64.7%), followed by marketing specialists (24.7%) and IT professionals (10.5%). In terms of experience, 48.4% had more than 3 years, 38.4% had 1 to 3 years, and 13.2% had less than 1 year of experience in e-commerce. The businesses represented span various sectors, with fashion being the most common (40.0%), followed by electronics (25.3%), food and beverages (20.0%), and other sectors such as home decor (14.7%).

Regarding business scale, 46.3% of respondents reported monthly revenue between IDR 10–50 million, 32.1% earned above IDR 50 million, and 21.6% earned below IDR 10 million.

4.2 Measurement Model Analysis

The evaluation of the measurement model includes assessments of reliability and validity. This ensures that the constructs used in the study are reliable, valid, and adequately represent the variables of interest. The analysis considers factor loadings, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) for each construct.

Table 1. Measurement Model Assessment

| Variable | Code | Loading Factor | Cronbach's Alpha | Composite Reliability | Average Variant Extracted |
|-------------------------------|-------|----------------|------------------|-----------------------|---------------------------|
| SEO Strategy | SST.1 | 0.867 | 0.916 | 0.940 | 0.798 |
| | SST.2 | 0.935 | | | |
| | SST.3 | 0.906 | | | |
| | SST.4 | 0.863 | | | |
| Interactive Content Marketing | ICM.1 | 0.872 | 0.913 | 0.939 | 0.793 |
| | ICM.2 | 0.934 | | | |
| | ICM.3 | 0.887 | | | |
| | ICM.4 | 0.866 | | | |
| Increasing Online Visibility | IOV.1 | 0.812 | 0.875 | 0.909 | 0.668 |
| | IOV.2 | 0.804 | | | |
| | IOV.3 | 0.898 | | | |
| | IOV.4 | 0.773 | | | |
| | IOV.5 | 0.794 | | | |
| Sales | SAL.1 | 0.851 | 0.933 | 0.948 | 0.752 |
| | SAL.2 | 0.898 | | | |
| | SAL.3 | 0.893 | | | |
| | SAL.4 | 0.913 | | | |
| | SAL.5 | 0.772 | | | |
| | SAL.6 | 0.868 | | | |

Source: Data Processing Results (2025)

The measurement model assessment confirms that all constructs demonstrate strong reliability and validity. SEO Strategy (SST) shows high factor loadings (0.863–0.935), a Cronbach's alpha of 0.916, CR of 0.940, and AVE of 0.798. Interactive Content Marketing (ICM) also meets these criteria, with factor loadings of 0.866–0.934, a Cronbach's alpha of 0.913, CR of 0.939, and AVE of 0.793. Increasing Online Visibility (IOV) is supported by loadings of 0.773–0.898,

a Cronbach's alpha of 0.875, CR of 0.909, and AVE of 0.668. The Sales (SAL) construct has strong loadings (0.772–0.913), a Cronbach's alpha of 0.933, CR of 0.948, and AVE of 0.752. These results confirm that all constructs are measured reliably and validly, making them appropriate for structural model analysis.

Discriminant validity assesses the extent to which a construct is distinct from other constructs within the model. It ensures that the indicators of one construct do not

overlap significantly with those of another. The Fornell-Larcker criterion is commonly used to evaluate discriminant validity,

comparing the square root of the AVE for each construct with the correlations between constructs.

Table 2. Discriminant Validity

| | IOV | ICM | SST | SAL |
|-------------------------------|-------|-------|-------|-------|
| Increasing Online Visibility | 0.817 | | | |
| Interactive Content Marketing | 0.757 | 0.810 | | |
| SEO Strategy | 0.389 | 0.239 | 0.793 | |
| Sales | 0.754 | 0.603 | 0.442 | 0.767 |

Source: Data Processing Results (2025)

Discriminant validity is confirmed for all constructs using the Fornell-Larcker criterion, where each construct's square root of AVE exceeds its correlations with other constructs. For Increasing Online Visibility (IOV), the square root of AVE is 0.817, higher than its correlations with ICM (0.757), SST (0.389), and Sales (0.754). Interactive Content Marketing (ICM) has a square root of AVE at

0.810, exceeding its correlations with SST (0.239) and Sales (0.603). SEO Strategy (SST) also meets the criterion, with a square root of AVE at 0.793. Likewise, the Sales (SAL) construct shows validity with a square root of AVE at 0.767, surpassing its correlations with IOV (0.754), ICM (0.603), and SST (0.442), confirming that all constructs are distinct within the model.



Figure 2. Model Results

Source: Data Processed by Researchers, 2025

4.3 Model Fit

Model fit indices evaluate how well the hypothesized model aligns with the observed data. In this study, we examine key fit indices, including the Standardized Root

Mean Square Residual (SRMR), d_ULS (Unweighted Least Squares Discrepancy), d_G (Geodesic Discrepancy), Chi-Square, and Normed Fit Index (NFI), for both the Saturated and Estimated Models.

Table 3. Model Fit Results Test

| | Saturated Model | Estimated Model |
|------------|-----------------|-----------------|
| SRMR | 0.064 | 0.092 |
| d_ULS | 0.786 | 1.595 |
| d_G | 0.555 | 0.627 |
| Chi-Square | 363.786 | 389.759 |
| NFI | 0.825 | 0.812 |

Source: *Process Data Analysis* (2025)

The model fit was assessed using several indicators. The Standardized Root Mean Square Residual (SRMR) showed good fit for the Saturated Model (0.064), while the Estimated Model's SRMR (0.092) slightly exceeded the recommended threshold of 0.08, indicating minor discrepancies between the model and the data. The d_ULS (Unweighted Least Squares Discrepancy) values were 0.786 for the Saturated Model and 1.595 for the Estimated Model, suggesting a better fit for the former. Similarly, the d_G (Geodesic Discrepancy) values were 0.555 and 0.627,

respectively, with both falling within an acceptable range, indicating that geodesic discrepancy is not a major concern. The Chi-Square values were 363.786 for the Saturated Model and 389.759 for the Estimated Model; although the Estimated Model shows a slightly higher value, it remains reasonable given the sample size and complexity. Lastly, the Normed Fit Index (NFI) was 0.825 for the Saturated Model and 0.812 for the Estimated Model, both indicating acceptable fit, though the Estimated Model shows a slight decline.

Table 4. Coefficient Model

| | R Square | Q2 |
|------------------------------|----------|-------|
| Increasing Online Visibility | 0.619 | 0.612 |
| Sales | 0.458 | 0.448 |

Source: *Data Processing Results* (2025)

The model's explanatory and predictive power was assessed using R² (Coefficient of Determination) and Q² (Predictive Relevance) values. For Increasing Online Visibility, the R² value is 0.619, indicating that 61.9% of its variance is explained by SEO Strategy and Interactive Content Marketing, reflecting moderate to strong explanatory power. For Sales, the R² value is 0.458, meaning that 45.8% of the variance is accounted for by Increasing Online Visibility, SEO Strategy, and Interactive Content Marketing, representing a moderate level. Predictive relevance, measured by Q² through the blindfolding procedure, also

supports the model's strength. The Q² value for Increasing Online Visibility is 0.612, confirming high predictive relevance, while the Q² for Sales is 0.448, indicating moderate predictive relevance. These results suggest that the model effectively explains and predicts the key constructs.

4.4 Hypothesis Testing

The structural model evaluates the relationships between latent variables using path coefficients, t-statistics, and p-values. These metrics indicate the strength, significance, and predictive ability of each path.

Table 5. Hypothesis Testing

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics | P Values |
|---|---------------------|-----------------|----------------------------|--------------|----------|
| Interactive Content Marketing -> Increasing Online Visibility | 0.704 | 0.712 | 0.051 | 13.836 | 0.000 |
| Interactive Content Marketing -> Sales | 0.527 | 0.538 | 0.068 | 7.783 | 0.000 |
| SEO Strategy -> Increasing Online Visibility | 0.221 | 0.219 | 0.065 | 3.425 | 0.001 |
| SEO Strategy -> Sales | 0.317 | 0.313 | 0.070 | 4.506 | 0.000 |

Source: Process Data Analysis (2025)

The structural model results reveal that Interactive Content Marketing significantly influences Increasing Online Visibility, with a strong path coefficient of 0.704, a high t-statistic of 13.836, and a p-value of 0.000, indicating statistical significance at the 99% confidence level. This suggests that interactive content is a key driver of visibility for e-commerce platforms. Additionally, Interactive Content Marketing also has a significant impact on Sales, with a path coefficient of 0.527, a t-statistic of 7.783, and a p-value of 0.000, highlighting its role in enhancing consumer engagement and boosting sales. SEO Strategy also shows a statistically significant relationship with Increasing Online Visibility, though the effect is smaller (path coefficient = 0.221, t-statistic = 3.425, p-value = 0.001), suggesting it remains an important, albeit less dominant, contributor to visibility. Finally, SEO Strategy positively affects Sales with a path coefficient of 0.317, a t-statistic of 4.506, and a p-value of 0.000, indicating that SEO plays a direct role in improving sales outcomes by enhancing search performance and reaching targeted audiences.

Discussion

1) The Role of Interactive Content Marketing

Interactive Content Marketing has emerged as the most influential factor in enhancing both online visibility and sales, highlighting the power of dynamic, engaging content in resonating with target audiences. Interactive elements such as quizzes, infographics, videos, and personalized

content significantly drive user engagement, build trust, and stimulate purchasing behavior. These findings align with previous research that emphasizes the role of interactive content in creating memorable user experiences, which in turn boost customer loyalty and conversion rates. For e-commerce businesses in West Java, adopting strategies that emphasize rich media and personalized messaging can substantially improve competitiveness in the increasingly crowded digital marketplace [18], [19].

Personalized messaging also plays a central role in digital marketing, with studies showing that nearly 80% of respondents value its importance [18]. Tailored campaigns and relevant content enhance brand awareness and foster long-term customer loyalty by delivering meaningful experiences [19], [20]. Moreover, successful e-commerce firms integrate social media, content marketing, and personalization to build lasting relationships and secure repeat business [19]. Implementing tools like live chat, custom recommendations, and interactive media not only improves engagement but also creates a strategic advantage in a competitive environment [21].

2) The Complementary Role of SEO Strategy

While SEO Strategy had a smaller effect on online visibility compared to Interactive Content Marketing, its impact on sales was moderate and statistically significant, underscoring its vital role in driving targeted traffic to e-commerce platforms. SEO enhances content reach by

optimizing keywords, improving website structure, and boosting page speed—ensuring that potential customers find relevant offerings more easily. This dual function makes SEO not just a visibility tool but also a contributor to conversions and sales. Studies affirm that keyword optimization, technical improvements, and off-page strategies are critical in improving search engine rankings and increasing organic traffic [5], [11]. Moreover, SEO's effectiveness is supported by meta-analytical findings that link it to high impact on web traffic and performance [5], and its role as a tool for enhancing business outcomes through better online presence [22].

Importantly, the synergy between SEO and Interactive Content Marketing can amplify the effectiveness of both strategies. When integrated, SEO ensures content discoverability, while interactive content sustains user interest and engagement. This combination not only improves online visibility but also strengthens customer interaction and increases conversion potential. For instance, blending SEO with social media and content marketing strategies has been shown to enhance brand exposure and expand market reach [23]. Therefore, rather than being used in isolation, SEO and interactive content should be strategically aligned to maximize their combined influence on visibility, engagement, and sales outcomes.

3) Practical Implications for E-Commerce in West Java

The study provides actionable insights for e-commerce operators:

- a. **Prioritize Interactive Content:** Invest in tools and strategies for creating engaging content that aligns with customer preferences and behavior.
- b. **Optimize for Search Engines:** Regularly update SEO practices to ensure content is accessible and ranks high in search results.
- c. **Integrate Strategies:** Combine SEO with interactive content to

maximize online visibility and improve conversion rates.

- d. **Monitor Performance:** Use analytics tools to track the effectiveness of these strategies and adjust based on real-time feedback.

4) Theoretical Contributions

This study contributes to the literature by empirically validating the interconnectedness of SEO Strategy, Interactive Content Marketing, online visibility, and sales in an emerging market context. It highlights the dynamic interplay between these constructs and provides a framework for future research exploring digital marketing strategies in e-commerce.

5. CONCLUSION

This research highlights the pivotal role of SEO Strategy and Interactive Content Marketing in enhancing online visibility and driving sales among e-commerce businesses in West Java. The findings underscore that Interactive Content Marketing is a dominant driver of both visibility and sales, primarily through its ability to engage users and deliver personalized experiences that build trust and encourage customer loyalty. Although SEO has a comparatively smaller effect on visibility, it remains crucial for ensuring that content is discoverable by the right audience and contributes meaningfully to conversion rates.

The integration of SEO and interactive content creates a synergistic effect, significantly boosting the effectiveness of digital marketing efforts. Online visibility is shown to have a direct and substantial influence on sales, reinforcing the necessity for businesses to prioritize digital discoverability. For e-commerce enterprises, the combination of SEO and engaging content is a strategic imperative for achieving sustainable growth. In addition to its practical implications, this study contributes to academic discourse by providing empirical evidence of these interrelationships in an emerging market setting. Future research

could expand on this by examining other influencing factors, such as user experience,

trust mechanisms, and post-purchase engagement strategies.

REFERENCES

- [1] J. K. M. Kecik III, "Analisa Pengaruh Penggunaan Search Engine Optimization (SEO) Pada Website E-Commerce," in *Seminar Nasional Sistem Informasi Indonesia*, 2015.
- [2] H. D. E. Sinaga, S. Syamsulbahri, A. Muhajir, and N. Darmayanti, "Analysis of the Effect of Social Media Usage, Search Engine Optimization, and Content Strategy on Business Growth in the E-Commerce Industry in Indonesia," *West Sci. J. Econ. Entrep.*, vol. 2, no. 01, pp. 11–18, 2024.
- [3] L. Sanbella, I. Van Versie, and S. Audiah, "Online marketing strategy optimization to increase sales and e-commerce development: An integrated approach in the digital age," *Startupreneur Bus. Digit. (SABDA Journal)*, vol. 3, no. 1, pp. 54–66, 2024.
- [4] L. Luwiha, K. Karsinah, M. Julianti, and A. Prayoga, "The Influence of Digital Marketing Strategy on Business Growth in the Digital Era (case study on the e-commerce industry)," *J. Econ. Relig. Entrep.*, vol. 2, no. 1, pp. 1–12, 2024.
- [5] R. Berman and Z. Katona, "The role of search engine optimization in search marketing," *Mark. Sci.*, vol. 32, no. 4, pp. 644–651, 2013.
- [6] C. Nath and L. Ahuja, "Search engine optimization (SEO): improving website ranking," *Int. J. Eng. Res. Technol.*, vol. 3, no. 4, 2014.
- [7] A. R. Terrance, S. Shrivastava, and A. Kumari, "Importance of Search Engine Marketing in the Digital World.," *ICITKM*, vol. 14, pp. 155–158, 2017.
- [8] N. Khokale, "Overview of Search Engine Optimization," *Int. J. Sci. Res. Comput. Sci. Eng. Inf. Technol.*, vol. 7, no. 4, pp. 351–355, 2019.
- [9] G. P. G. Hilda, "SEO OPTIMIZATION TO ACHIEVE HIGH RANKINGS IN SEARCH ENGINE".
- [10] D. I. Jusuf, "Optimizing SEO (Search Engine Optimizing) strategy to increase visibility and achievement of marketing goals," *Lead J. Econ. Adm.*, vol. 2, no. 2, pp. 98–103, 2023.
- [11] M. K. Daoud et al., "Optimizing online visibility: A comprehensive study on effective SEO strategies and their impact on website ranking," *J. Infrastructure, Policy Dev.*, vol. 8, no. 7, p. 4860, 2024.
- [12] R. Tatikonda, J. Ponnala, R. Thatikonda, D. K. Yendluri, M. Kempanna, and B. Ananthan, "Optimizing Digital Marketing Strategies Through Search Engine Optimization," in *2024 IEEE International Conference on Contemporary Computing and Communications (InC4)*, IEEE, 2024, pp. 1–6.
- [13] K. Mere, D. Puspitasari, M. Asir, B. Rahayu, and M. I. Mas' ud, "Peran Konten Interaktif dalam Membangun Keterlibatan Konsumen dan Memperkuat Kesetiaan Merek: Tinjauan pada Platform Media Sosial dan Situs Web Perusahaan," *J. Econ. Bussines Account.*, vol. 7, no. 3, pp. 5455–5556, 2024.
- [14] P. R. Rumondang and M. A. Handayani, "Innovative Strategies in Digital Marketing: Enhancing Consumer Engagement and Brand Loyalty," 2024.
- [15] E. Susanti, N. Apriyanti, and H. Harisriwijayanti, "Interactive Content: Engaging Audiences in a Distracted World," 2024.
- [16] A. Ayeni, C. A. Bisschoff, J. Sekhampu, J. Lekunze, and E. Ayeni, "Interactive Marketing: A Systematic Review and Research Agenda," *F1000Research*, vol. 13, p. 1383, 2024.
- [17] J. Ologunibi and E. Taiwo, "The Importance of SEO and SEM in improving brand visibility in E-commerce industry; A study of Decathlon, Amazon and ASOS," 2023.
- [18] S. Rana, P. Jindal, I. Ghosal, A. Anand, and S. Mukherjee, *Marketing Perspectives on Phygitalization*. CRC Press, 2025.
- [19] T. Rochefort and Z. Ndlovu, "Digital marketing strategies in building brand awareness and loyalty in the online era," *Startupreneur Bus. Digit. (SABDA Journal)*, vol. 3, no. 2, pp. 107–114, 2024.
- [20] N. Nasti, A. H. Lubis, and A. R. MS, "Analysis of the Influence of Digital Marketing on Increasing Customer Loyalty in the Industrial Era 4.0.," *Int. J. Econ.*, vol. 3, no. 2, 2024.
- [21] A. Felix and G. D. Rembulan, "Analysis of key factors for improved customer experience, engagement, and loyalty in the e-commerce industry in indonesia," *Aptisi Trans. Technopreneursh.*, vol. 5, no. 2sp, pp. 196–208, 2023.
- [22] A. D. Andonov, "The application of Search Engine Optimization in internet marketing," in *2020 55th International Scientific Conference on Information, Communication and Energy Systems and Technologies (ICEST)*, IEEE, 2020, pp. 37–41.
- [23] D. Putri and N. M. I. Pratiwi, "Optimalisasi Strategi Digital Marketing Graha Office: Meningkatkan Brand Awareness Melalui Social Media Optimization (Smo) Dan Search Engine Optimization (Seo) Di Pt Otak Kanan," *GEMAH RIPAH J. Bisnis*, vol. 4, no. 01, pp. 14–21, 2024.